



Contribution ID: 7

Type: **Abstract for Research Paper**

How the media in Kenya has provided information on the big four agenda of the Jubilee government.

The purpose of this study is to explore the role of media in providing information on the Big Four agenda through its information giving role. The media plays a pivotal role in any society by providing information about daily occurrences locally and internationally, educating the masses on a variety of issues as well as offering entertainment among many other functions. Evidently, the media functions as an information hub for the people which leads to a better and informed society. Universal healthcare, affordable housing, enhancing manufacturing and food security and nutrition are the four key pillars of the Big Four agenda of the Jubilee government. In order to increase awareness, the Jubilee regime has heavily relied on the media to promote the Big Four agenda. This study therefore seeks to look at how the media has provided information on the Big Four agenda to the public. The questions to be answered in this study are: What is the role of the media in providing information on the big four agenda? How has the media provided information on the big four agenda? How effective is the media in providing information on the big four agenda? The study uses purposive sampling to select articles and news stories and is premised on the agenda-setting theory as espoused by Maxwell Mc Combs and Donald Shaw. The theory explains how the media shapes what issues the public should discuss. Data will be collected through content analysis of newspaper and television stories. The study findings will be useful to the media in Kenya, policy makers and the government.

Key Terms: Big Four Agenda, Media, Information.

Primary authors: OCHIENG, EVANS; Ms MARITIM, Hilda (student)

Track Classification: Media and the Government's Big Four Agenda' Between 2017 and 2022.